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VIA EMAIL
DR.BECCA.PHD@GMAIL.COM

February 29, 2012

Dr. Becca
<http://scientopia.org/blogs/drbecca>

Re: The SAZERAC Cocktail and Registered Trademark

Dear Dr. Becca:

Our firm represents Sazerac Company, Inc. ("Sazerac"), sole owner of the SAZERAC trademark. Sazerac has sold distilled spirits in the United States for over a century, and in that time has established significant goodwill and recognition in the SAZERAC brand and associated cocktails and spirits.

We write concerning the February 12, 2012 post, "A Sazerac for you," on your blog, Fumbling Towards Tenure located at <http://scientopia.org/blogs/drbecca>.

We are pleased with your interest in the SAZERAC cocktail. You may also be interested in learning that the SAZERAC cocktail is America's first cocktail, created by a Creole immigrant in the 1830s. It is the namesake libation of the historic Sazerac Coffee house of New Orleans. Further, the rich heritage of the SAZERAC cocktail was recently recognized throughout the State of Louisiana (and much of the U.S.) when the SAZERAC cocktail was recently named The Official Cocktail of New Orleans.

As our client has recently come across several misuses of the SAZERAC trademark (for example, in connection with purported "authentic" SAZERAC cocktail recipes), we respectfully request that you print a correction to your February 12th blog post so that the correct SAZERAC cocktail recipe is provided to your readers.

The Official SAZERAC Cocktail

1 cube sugar

1½ ounces (35ml) Sazerac Rye Whiskey or Buffalo Trace Bourbon

¼ ounce Herbsaint (80 proof or 100 proof [absinthe])

3 dashes Peychaud's Bitters

Lemon peel

- *Pack an Old-Fashioned glass with ice*
- *In a second Old-Fashioned glass place the sugar cube and add the Peychaud's bitters to it, then crush the sugar cube*
- *Add the Sazerac Rye Whiskey or Buffalo Trace Bourbon to the second glass containing the Peychaud's Bitters and sugar*

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- *Empty the ice from the first glass and coat the glass with the Herbsaint, then discard the remaining Herbsaint*
- *Empty the whiskey/bitters/sugar mixture from the second glass into the first glass and garnish with lemon peel*

No doubt, your readers will appreciate the attention to detail and authenticity you will be providing them by posting the correct recipe for the SAZERAC cocktail on your blog.

In order to properly enforce our client's intellectual property rights in its SAZERAC brand so that the associated goodwill and consistently high quality consumers have grown to expect shall continue, we thank you for your understand and prompt attention to this matter. If you are interested in the history of the SAZERAC brand and company, which dates back to colonial America with roots in colonial Haiti and its Creole culture, please visit Sazerac's website at www.sazerac.com or contact me so I may put you in touch with our client. It is an extremely interesting story worth retelling, and one your readers may be interested in as well.

Very truly yours,

Cooley LLP

A handwritten signature in cursive script, appearing to read "Heather", followed by a long horizontal flourish.

Heather Dunn Navarro

cc: Kevin Richards, Brand Mgr., Sazerac Co., Inc.

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